

Now More
Than Ever,
The Value
Hits Home.

51843 7518

Specialty Merchandise
For
Specialty Merchandise

Specialty Merchandise

Advertising Panels
Control Left & Right

Strike Home Helpful Hint
Cards and DORAL & Company
Sign Up Cards

Quality/Innovative Design

Carton Storage Area

AND

Two Configuration Options

Advertising panels are designed to enhance your store decor, provide impactful consumer messages, and provide you an innovative point of difference over your competition.

• The panels are designed to provide impact and innovation.

• Please contact us at 1-800-848-8484 for more information.

• Convention sign up area for DORAL & Company. Allow your customers to get involved in all the great things we provide through our direct marketing program.

• Merchandiser designed to enhance your store decor, provide impactful consumer messages, and provide you an innovative point of difference over your competition.

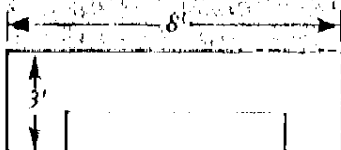
• Both side advertising panels open to allow extra storage capacity for your best selling DORAL styles.

• Merchandiser can be installed with front entrance/fence etc. options; 8 feet wide, 7 feet deep; or without front entrance options; 8 feet wide, 3 feet deep; depending on your store layout.

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Option 2
(Without Front Entrance)



- 8' Height
- 8' Width
- 3' Depth
- 444 Cartons Displayed
- 96 Cartons Stored
- 540 Cartons Total

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Welcome To The **DORAL** Home Of Value

A Great Point of Difference for Smokers.

DORAL offers smokers all these values:

- Premium taste guarantee or their money back.
- Premium quality at a competitive price.
- Free-product retail promotions.
- Mail-in carton offers.
- Bonus coupons.
- Smoker Celebrations.

A Great Point of Difference for Retailers.

DORAL's Home of Value can set you apart from your competition with a truly unique merchandising system.

- Inviting, quality product presentation.
- Clear, easy to read pricing area.
- Ad panels that introduce your customers to all DORAL has to offer.
- Convenient sign-up area for DORAL & Co.
- Free, interactive "Take Home" cards with helpful hints for your value minded customers.

Be a part of DORAL's point of difference. Sign up for DORAL's Home of Value merchandising system today.

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PULL

DORAL Home of Value
Order Form
Ship To Information

Requested By: _____ Employee # _____ Division # _____

Date: _____

☐ SIS Number _____

☐ Other Ship To Location _____
(Be Specific)

Future Delivery Date _____

Special Instructions _____

Store Name _____

Store Contact _____

Phone Number _____

Order Memo to Sales Rep. Home Yes ☐ No ☐

ROU – Please send the following item(s) to the location specified above:

ITEM # 540350		DORAL CTS 8'x3' Home of Value (CTS unit without front entrance)
ITEM # 540353		DORAL CTS 8'x7' Home of Value with Enhancements (CTS unit including front entrance, mail box and fence)

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**Special Note: Electrical outlet is required to light all
transparencies and logos on CTS unit.**

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PTD IN USA 540155

Tobacco Company

R.J. REYNOLDS

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